



Social Science Research Center at Mississippi State University

Fiscal Year 2013 PSDL Website Statistics

(October 1, 2012 to September 30, 2013)

Website visits: 3, 215

Unique visitors: 1, 866

Average visit per person: 1.72 times

Pages per visit: 2.83

Overall page views: 9, 105

Average visit duration: 3 minutes and 3 seconds

Percent of new visits: 55.77%

Important factors to look at:

1. 52% of all visits came from Internet Explorer. While only 16.24% came from Google Chrome, 14.68% from Safari, and 12.38% from Firefox. The website is optimized for Chrome, Safari, and Firefox; however, those together only make up 43% of the viewership. Future years will need to see a better optimization for IE to create an overall full experience.
2. 39% of visitors only viewed the page they initially went to upon arriving at the site, instead of clicking on other pages (also known as “bounce rate”). According to many different web analytics sites, a “high-content” website such as the PSDL’s should have a normal bounce rate between 20-40% (please see link below). This will lead to a need to reduce this bounce rate in the next fiscal year.
 - <http://webanalysis.blogspot.com/2007/07/bounce-rate-demystified.html#axzz2gUSK2Phu>
3. The top 10 cities listed in viewing numbers are:
 - Jackson, MS: 25.85%
 - Starkville, MS: 7.15%
 - Hattiesburg, MS: 4.26%
 - Memphis, TN: 2.55% (this might include Olive Branch, Southaven, etc.)
 - Tupelo, MS: 2.18%
 - Gulfport, MS: 1.99%
 - Ridgeland, MS: 1.99%
 - Meridian, MS: 1.71%
 - No city listed: 1.59%
 - Richland, MS: 1.59%

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4. 97% of all visitors came from the United States, with the second highest category being English speaking outside of the U.S. at 1.71%. Views from Great Britain (English speaking) were also at .25%.

5. When viewing the website, those on a desktop computer (86% of visitors) visited the most pages (2.99 per visitor), had the longest duration (3 minutes 22 seconds), and had the lowest bounce rate (35.71%). Next best was tablet users, followed by mobile users.

Mobile users are the biggest part that needs to be looked at. They account for more visits than tablets, but remain on the site 34% less time than. Also, while they have the largest percentage of new visits (65.62%), they also have the largest bounce rate (65.90%). This either points to the site being non-mobile friendly, or that users who would use mobile are not as invested in the data that we provide.

Please see chart for full numbers and comparisons:

Device Category	Visits	Pages/Visit	Avg. Visit Duration	% New Visits	Bounce Rate
	3,215	2.83	00:03:03	55.83%	39.47%
Desktop	2,767	2.99	00:03:22	54.03%	35.71%
Mobile	349	1.61	00:00:48	65.62%	65.90%
Tablet	99	2.61	00:02:20	71.72%	51.52%



1,866 people visited this site

Visits3,215

Unique Visitors1,866

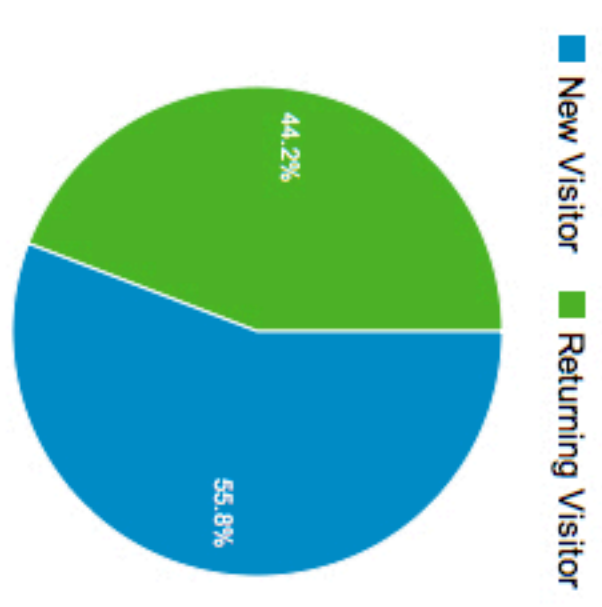
Pageviews9,105

Pages / Visit2.83

Avg. Visit Duration00:03:03

Bounce Rate39.47%

% New Visits55.77%



Demographics

Language

Country / Territory	City
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System
Browser
Operating System
Service Provider
Mobile
Operating System
Service Provider
Screen Resolution